TRAVEL PRINTOUT

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TOP THEME PARK ANALYST TO ADDRESS FORUM

"Travel Marketing Strategies for Growth", the theme of the 1985 Travel Outlook Forum on September 14 in Dallas, Texas, will provide the framework for Harold Vogel's comments on the outlook for theme parks and the conditions and major trends in the entertainment industry.

Vogel, senior entertainment analyst and vice president of Merrill Lynch, will participate in a panel discussion on the outlook for recreation and attractions. He has been with Merrill Lynch for seven years, where his work has included annual surveys of theme parks. Vogel writes and lectures frequently on the entertainment industry, and Institutional Investor Magazine voted him top entertainment analyst in 1983.

Ed Stone, vice president for marketing of Opryland USA, will moderate the recreation and attractions panel. Other panel members are Luisa Kriesberg, public information director of the Museum of Modern Art, speaking on the outlook for cultural attractions; and Derrick A. Crandall, president of the American Recreation Coalition, addressing the outlook for outdoor recreation.

John Naisbitt, author of the best-selling book Megatrends, will give the luncheon address, and Charles Lieberman, vice president and senior economist at Shearson Lehman/American Express, will present the economic outlook for 1985.

Dr. Douglas C. Frechtling, director of the U.S. Travel Data Center, also will speak at the forum, discussing travel trends in 1985, and summarizing the outlook for travel sectors. Dr. Frechtling, who presented the Data Center's forecast for summer vacation travel last May, is frequently quoted and widely accepted as an authority on American travel trends.

Other speakers include:

- Don Wynegar, director of research, U.S. Travel and Tourism Administration, addressing the international travel outlook;
- Harold Morgan, director of research, American Bus Association, addressing the outlook for intercity bus transportation;
- Robert Cleverdon, Economist Newspapers Group, London, addressing international perspectives on travel;

(Continued on page 3)

TOURISM'S TOP TWENTY ANSWERS MOST-ASKED QUESTIONS

Disney World in Orlando, Florida, tops the list of American theme parks with 13.8 million visitors. Swimming was the most popular participation sport in 1982. Travel advertising expenditures by the top 20 states totalled over $23.9 million, with New York in the number-one slot.

These figures are part of the 1984 edition of Tourism's Top Twenty, a compilation of frequently requested facts and figures on travel, tourism and recreation, released today. This travel industry almanac, published jointly by the U.S. Travel Data Center and the University of Colorado, was updated from its popular 1980 edition. It provides fast facts on a wide array of tourism-related subjects, including hotels and resorts, advertising, airlines, attractions, expenditures, recreation and world travel.

"The popularity of the first edition showed a need for an updated single source of answers to the questions the travel industry most frequently asks us," said Dr. Douglas C. Frechtling,

(Continued on page 3)

JUNE TRAVEL PRICES POST SLIGHT INCREASE

The cost of travel in the U.S. in June, as measured by the U.S. Travel Data Center's Travel Price Index (TPI), posted the smallest monthly increase since December 1983, growing only 0.2 percent.

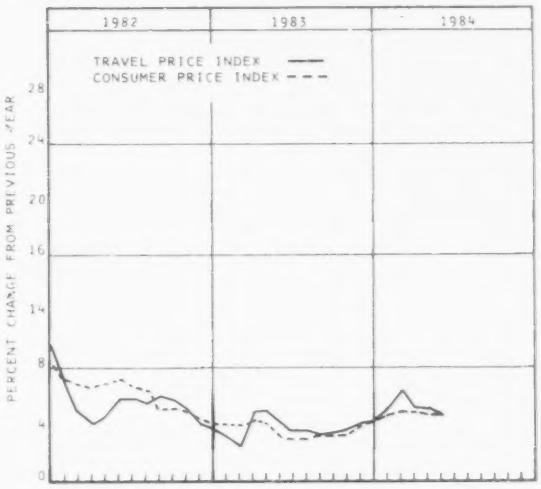
For comparison, the Consumer Price Index (CPI) rose 0.3 percent on a seasonally unadjusted basis in June 1984, the same rate of increase registered in May.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 364.1 in June (1967=100).

Intercity train fares climbed 2.1 percent to lead all TPI components, followed by a 1.9 percent increase in airline fares. The cost of entertainment services rose 0.4 percent.

On the other hand, intercity bus fares dropped 0.9 percent from May's level, while gasoline prices and lodging out of town fell 0.5 percent and 0.4 percent respectively.

The TPI has increased 4.2 percent since June of last year, the same as the increase in the CPI. Intercity train fares grew 8.0 percent to lead all TPI components during this period, followed by a 7.9 percent increase in the cost of lodging. Gasoline prices are 2.9 percent lower than one year ago. ##



CONSUMER AND TRAVEL PRICES POST SAME RATE OF INCREASE IN MAY

Monthly and Annual Rates of Change in the Travel Price Index and Components
June, 1984

TPI Component	Monthly Percent Change May, 1984 to June, 1984	Annual Percent Change June, 1983 to June, 1984
Transportation	0.7	2.1
Airline Fares	1.9	6.4
Intercity Bus Fares	- 0.9	5.5
Intercity Train Fares	2.1	8.0
Taxicab Fares	0.2	2.9
Gasoline	- 0.5	- 2.9
Lodging	- 0.4	7.9
Food Away From Home	0.2	4.3
Entertainment Services	0.4	4.0
Incidentals	- 0.3	1.8
TRAVEL PRICE INDEX	0.2	4.2
CONSUMER PRICE INDEX	0.3	4.2

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $45 per year, U.S., Canada and Mexico; other foreign countries, $55 per year, payable in U.S. funds only.

TRAVEL INCREASES IN MAY

Travel by U.S. residents during May increased 8 percent over unusually depressed year-earlier levels, but still failed to reach pre-recession heights, according to the U.S. Travel Data Center's latest National Travel Survey.

The monthly telephone survey reports Americans took 80 million person-trips during May, up from 74 million during the same month in 1983. (A person-trip is recorded each time anyone goes 100 miles or more away from home.)

While both vacation and business/convention travel rose substantially, they still fell short of pre-recession levels. Travel for "other pleasure" activities such as outdoor recreation, sightseeing, and entertainment grew 8 percent, but a dramatic drop in visits to friends and relatives depressed overall pleasure travel by 5 percent.

May also marked the eleventh consecutive month of decline in weekend travel.

On the brighter side, Americans stayed away from home one night longer in May and covered an average 840 miles, up from 3.8 nights and 700 miles one year ago.

Travelers with an annual family income of $30,000 or more increased travel substantially and comprised 54 percent of total travel in May.

The number of Americans planning vacation trips in the next six months remained about the same as one year ago, supporting the prediction of relatively flat summer travel outlined last May in the U.S. Travel Data Center's annual summer vacation travel forecast. ##

CENSUS BUREAU REPORTS SERVICE SALES

The hotel/motel sector of the travel industry enjoyed sales of $31.6 billion during 1983, a 9.6 increase over the previous year, according to the U.S. Census Bureau. Amusement and recreation service sales totalled $27.6 billion, up 10.7 percent.

Bureau Business Division staff indicate the annual survey of service industry receipts will be expanded to provide 1984 sales data on more sectors. The Bureau intends to publish sales receipts for travel agents and amusement parks about this time next year.

For further information, contact James M. Aanestad, special assistant for expanded services, 301/763-7347. ##

FORUM (CONTINUED FROM PAGE 1)

- Richard B. Robertson, associate administrator, Federal Highway Administration, addressing the outlook for automobile transportation;
- Derrick A. Crandall, president, American Recreation Coalition, addressing the outlook for outdoor recreation;
- Alan Fleschner, publisher, Travel Weekly Magazine, addressing travel agency outlook;
- Robert E. Gall, vice president of transportation marketing, Amtrak, addressing the outlook for intercity rail transportation.

The Travel Outlook Forum, which will be held at Loew's Anatole Hotel in Dallas, comprises the opening day of the Travel America Trends National Conference and Showcase, sponsored by the Travel Industry Association of America. ##

TOP TWENTY (CONTINUED FROM PAGE 1)

director of the Data Center, in releasing the study.

Tourism's Top Twenty: 1984 Edition contains over 90 tables ranking cities, states and countries by number of visitors, expenditures, revenues and other criteria. It also contains a detailed index and extensive listing of sources.

Tourism's Top Twenty: 1984 Edition is available for $25 prepaid from the U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036. ##

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	May 1984	% Change from April 1984	% Change from May 1983	Year-to-date % change 1984/83
Establishment receipts or retail sales				
Hotels, motels and other lodging places(1)	$ 2,934 million	4.6	13.0	13.5
Eating and drinking places(2)	$10,236 million	- 0.5	7.3	8.6
Gasoline service stations(2)	$ 9,033 million	1.9	3.9	5.4
Commercial lodging demand				
Hotel/motel occupancy rate(3)	67.5 percent	4.8	3.8	2.3
Real demand for commercial lodging(4)	$ 1,035 million	4.5	5.0	5.5
Airline passenger traffic(5)				
Domestic revenue passenger-miles	16.3 billion	1.4	4.1	- 2.6
International revenue passenger-miles	4.9 billion	14.4	14.6	15.5
Bus passenger traffic(6)				
Intercity bus passenger-miles	2.3 billion	14.5	- 3.4	- 2.9
Highway traffic volume(7)				
Rural arterial vehicle-miles	39.1 billion	5.9	5.5	5.9
Rail passenger traffic(8)				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index(9)	363.2	0.5	4.5	5.0
U.S. resident travel(10)				
Total person-trips	80.1 million	8.2	8.4	- 5.8
Vacation person-trips	54.0 million	9.1	45.6	13.3
Public use of national parks(11)				
Visits	23,737,837	N/A	N/A	N/A
Overnight stays	1,367,045	N/A	N/A	N/A
Foreign arrivals in U.S.(12)				
From overseas	N/A	N/A	N/A	N/A
From Canada	860,870	-19.7	- 6.7	1.0
U.S. citizen departures(12)				
To overseas	N/A	N/A	N/A	N/A
To Canada	813,357	45.1	-10.9	0.3
Domestic demand for motor gasoline(13)				
Barrels per day	6,873 thousand	2.9	5.1	2.1

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. (6)All carriers regular route and charter service. Source: American Bus Association. (7)Source: Federal Highway Administration. (8)Source: National Railroad Passenger Corporation (Amtrak). (9)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (10)Source: U.S. Travel Data Center. (11)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12)Source: U.S. Travel and Tourism Administration and Nettleton Travel Research Center. (13)Preliminary; Source: U.S. Department of Energy.

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